

Message Text

UNCLASSIFIED

PAGE 01 QUITO 04523 081725Z
ACTION ARA-14

INFO OCT-01 ISO-00 EB-07 ARAE-00 L-03 /025 W
-----107443 081748Z /43

P R 081610Z JUL 77
FM AMEMBASSY QUITO
TO SECSTATE WASHDC PRIORITY 5001
INFO USDOC WASHDC

UNCLAS QUITO 4523

E.O. 11652: N/A
TAGS: EIND, EC
SUBJECT: OPPOSITION TO TRADEMARK APPLICATION FOR CHEESEBURGER IN
ECUADOR

REF: STATE A-2233

1. AS REQUESTED IN REPAIR, EMBOFF MADE REPRESENTATION TO
MINISTRY OF INDUSTRY, COMMERCE AND INTEGRATION (MICEI),
WHICH IS THE GOE AGENCY CHARGED WITH TRADEMARKS.
THIS REPRESENTATION WAS NOT SUFFICIENT, HOWEVER, TO
HAVE AN EFFECT ON THE APPLICATION.

2. WHAT IS NEEDED IS FOR A COMPETENT U.S. ENTITY, SUCH AS
THE TRADEMARK ASSOCIATION OR AN AGGRIEVED U.S. FIRM,
TO REGISTER OPPOSITION DIRECTLY WITH MICEI BEFORE THE
END OF JULY. IF THIS IS NOT DONE, THE APPLICATION WILL
BE ROUTINELY APPROVED AS NO OPPOSITION HAS AS YET BEEN
FORTHCOMING.

3. REGISTRATION OF OPPOSITION MAY BE ACCOMPLISHED EITHER
VIA COMMUNICATION DIRECTLY FROM THE U.S. FROM A COMPETENT
U.S. ENTITY TO MICEI, OR THROUGH AN ECUADOREAN ATTORNEY
AS INTERMEDIARY. IF THE FIRST ALTERNATIVE IS CHOSEN, THE
DOCUMENTS STATING OPPOSITION WILL NEED TO ACCORD WITH THE
FOLLOWING: THEY MUST STATE THE CAPACITY IN WHICH THE
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ENTITY IS MAKING THE FILING; MUST PROVIDE PERTINENT LEGAL
ARGUMENT; MUST BE IN SPANISH; MUST BE SIGNED BY A
COMPETENT U.S. ATTORNEY; MUST BE CERTIFIED BY THE ECUADOREAN
EMBASSY OR CONSULATE; AND MAY INCLUDE SUPPORTING MATERIAL
AS ATTACHMENTS. DOCUMENTS SHOULD BE ADDRESSED AS FOLLOWS:
ING. GALO MONTANO PEREZ
MINISTRO DE INDUSTRIAS, COMERCIO

E INTEGRACION (MECEI)

QUITO, ECUADOR

IT IS SUGGESTED THAT DOCUMENTS BE SENT TO MICEI VIA THIS
EMBASSY WHERE WE COULD ARRANGE THAT THE REQUIRED TAX STAMPS
(AAPROX. 80 U.S. CENTS FIRST PAGE, 30 CENTS EACH ADDITIONAL
PAGE) BE AFFIXED. IF THE SECOND ALTERNATIVE IS CHOSEN,
I.E. IF IT IS DECIDED TO MAKE REPRESENTATION DIRECTLY HERE
IN ECUADOR, ECUADOREAN LAW REQUIRES THE HIRING OF A LICENSED
AND PRACTICING LOCAL ATTORNEY. THE EMBASSY COULD HELP TO
LOCATE SUCH AN ATTORNEY, AND COULD FORWARD TO HIM MATERIAL
NECESSARY FOR PRESENTING THE CASE.

4. PLEASE ADVISE WHICH COURSE OF ACTION U.S. TRADEMARK
ASSOCIATION WISHES TO PURSUE.
CORR

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADEMARK APPLICATIONS
Control Number: n/a
Copy: SINGLE
Sent Date: 08-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977QUITO04523
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770243-0501
Format: TEL
From: QUITO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770777/aaaacoyq.tel
Line Count: 77
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 1aad8a6e-c288-dd11-92da-001cc4696bcc
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Handling Restrictions: n/a
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Retention: 0
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Review Content Flags:
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Review Release Date: n/a
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TAGS: EIND, EC
To: STATE
Type: TE
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Review Markings:
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